



*Always Ready
Always There*

The Gem State Guardian

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Social Media tips

Adapted from National Guard Social Media Guidance Memorandum dated June 3, 2014, from Director, National Guard Bureau Office of Public Affairs.

Members of the Idaho National Guard are encouraged to use social media both professionally and personally, to tell their stories and share their experiences in life as well as in their military roles.

It is important however, to understand that when using social media, there are a few cautions that one must take to prevent placing themselves in personal or professional jeopardy.

The Commanding General authorizes only four entities within the Idaho National Guard to maintain a social media presence. They are: HQ, Idaho National Guard; 116th Cavalry Brigade Combat Team- Idaho Army National Guard; 124th Fighter Wing-Idaho Air National Guard and Idaho Army National Guard Recruiting and Retention.

Idaho National Guard members are personally responsible for all content they publish on social networking sites, blogs or other websites. Personal contact information, such as personal telephone numbers and postal or email addresses should be used with discretion to establish personal-use social media accounts.

When assigned to a federal mission, Idaho Guard members are subject to disciplinary action under the Uniform Code of Military Justice. Guard

members should also be mindful that reviewing posts on public and social networking sites may be used as part of character evaluations and background checks for security clearances.

The following tips are here to help you try to navigate your way safely through social media waters, however; these tips do not replace DoD, Service-specific or IDNG Command policies regarding social media:

-Guard members may identify themselves as such and may include their rank, military component and status. However, if they decide not to identify themselves as Guard members, they should not disguise, impersonate or misrepresent their identity or affiliation with the Idaho National Guard.

-When expressing personal opinions, Guard members should make it clear they are speaking for themselves and not on behalf of the Idaho National Guard. They are also encouraged to use a disclaimer such as "The postings in this site are my own and don't represent the Idaho National Guard's positions or opinions."

-As with other forms of personal public engagement, Guard members must avoid offensive and inappropriate behavior that could bring discredit upon themselves and the Idaho National Guard.

-Corrections to erroneous or misrepresented content made by others about the National Guard

should be done professionally and respectfully, not emotionally.

-When positing political content, Guard members must adhere to Department of Defense policies and should not imply National Guard endorsement of anything other than those opinions, products or causes already officially endorsed by the National Guard.

-The National Guard, Army and Air Force logos or other symbols may be used in unofficial posts as long as the symbols are used in a manner that does not bring discredit upon the Guard, result in personal financial gain or give the impression of official or implied endorsement.

A few tips regarding safety:

-Guard members should never release personal identifiable information such as Social Security numbers or home addresses that could be used to distinguish their identity or that of another Guardsman.

-Guard members should not post info that would infringe upon the privacy or rights of others

-Guard members should review their accounts daily for unauthorized access and use.

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